

SESSION 6B

LISTEN TO YOUR ELDERS: A RETROSPECTIVE DISCUSSION OF MAJOR PROGRAMS AND EVALUATION POLICIES

Moderator: Robert M Wirtshafter, Wirtshafter Associates, Inc.

PAPERS:

Evaluation and Regulation: Put to the Test

William Saxonis, New York State Department of Public Service, Albany, NY

Lessons Learned: 10 Years of Focus on Energy Evaluation

Bobbi Tannenbaum, KEMA, Madison, WI

Carol Stemrich, Public Service Commission of Wisconsin, Madison, WI

Laura Schauer, TetraTech, Madison, WI

Ralph Prahl, Prahl and Associates, Madison, WI

Emerging Evaluation Issues Revisited

Edward Vine, Lawrence Berkeley National Laboratory and California Institute for Energy and Environment, Berkeley, CA

Nick Hall, TecMarket Works, Madison, WI

Kenneth M. Keating, Independent Consultant, Portland, OR

Martin Kushler, American Council for an Energy-Efficient Economy, Lansing, MI

Ralph Prahl, Prahl & Associates, University Park, FL (formerly Madison, WI)

SESSION SUMMARY:

This session looks at lessons learned from evaluating programs in three states with the largest and longest running record of promoting energy efficiency from the perspective of a regulator, consultant, and researcher. All three papers address how evaluation has evolved and shaped the development of energy efficiency.

The first paper by Saxonis describes the implementation of evaluation from a regulators perspective. In 2008 New York adopted a more aggressive energy efficiency position that allowed the state utility companies to supplement the already aggressive programs run by NYSERDA . The paper describes a new evaluation paradigm that has now been in place for over two years to manage the more than 100 programs in the portfolio. This includes approaches used to meet challenges in several key areas including finding the “correct” level of regulatory oversight relative to the evaluation process, managing the various and sometimes conflicting demands and expectations of multiple stakeholders, and adopting statewide and regional approaches to evaluation. This paper provides eleven “lessons learned” from the New York experience that will have wide applicability to evaluators everywhere.

The second paper by Tannebaum et.al. looks at the evaluation of Wisconsin’s Focus on Energy portfolio over the last twenty years. It too provides lessons learned in evaluating these programs over that time. Issues discussed include tensions between resource acquisition and market transformation, gross versus net savings, study period length, the role of evaluators in program design and market research; and the role of implementation in the evaluation.

The third paper by Vine et. al. examines three broad technical issues and three broad policy issues. The technical issues include persistence, behavior and behavior change, and rebound. The paper provides an overview of the importance of these issues, discuss key data collection and analytical challenges

involved in evaluating them, and identify some recent methodological advances that have been made in these areas. The policy issues discussed are the evaluation of energy efficiency at the “policy” rather than the “program” level; the use of “top-down” rather than “bottom-up” evaluation of energy efficiency programs and policies, and closing the loop between evaluators and implementers. We provide an overview of the importance of these issues, particularly as seen by policymakers at the state, federal and international levels.